

FOLLOWING THE AMERICAN DREAM

IF YOU'RE LIKE TWO IN FIVE AMERICANS, YOU DREAM ABOUT QUITTING YOUR JOB. MOST OF THOSE WANT TO BECOME ENTREPRENEURS, A RECENT SURVEY FOUND. THE HERBALIFE NUTRITION STUDY ALSO DISCOVERED THAT FOR MOST OF THOSE WISHING THEY WERE SELF-EMPLOYED, IT'S BECAUSE THEY BELIEVE THEIR IDEA WOULD REVOLUTIONIZE THE INDUSTRY. INCREASINGLY APPEALING TO PEOPLE IN SEARCH OF FLEXIBILITY AND ENTREPRENEURIAL OPPORTUNITY IS DIRECT SELLING. IN FACT, IN THE CURRENT GIG ECONOMY, NEARLY NINETEEN MILLION AMERICANS GET SOME OR ALL OF THEIR INCOME FROM DIRECT SALES.